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**Amendments to the Claims**

Claim 1 (Currently Amended): A container for holding fishing lures, each lure having a neck, a lower segment, and an upper segment, comprising:

a bottom;

a continuous sidewall coextensive with the perimeter of said bottom;

a retainer comprising at least two substantially vertical posts connected to said bottom, said retainer further comprising at least two barriers, each said barrier extending substantially perpendicularly from a respective substantially vertical ~~posts~~ post, said barriers being connected to said bottom to define therebetween a channel for holding a lower segment of a lure along said bottom; and

a first catch in at least one of said substantially vertical posts for compressing an upper segment of a lure toward the lower segment of a lure.

Claim 2 (previously presented): The container of Claim 1, further comprising a partition perpendicular to said bottom, dividing said container into two portions.

Claim 3 (previously presented): The container of Claim 2, wherein said barriers extend substantially perpendicularly to said partition and form a row of channels within said sidewall on at least one side of said partition.

Claim 4 (canceled)

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Claim 5 (currently amended): The container of Claim 1, wherein said retainer further comprises at least one neck rest connected substantially perpendicularly to said bottom and further connected to two adjacent substantially vertical ~~members~~ posts.

Claim 6 (previously presented): The container of Claim 1, wherein said catch is from about 0.75 to 2 inches above said bottom.

Claim 7 (currently amended): A container for holding fishing lures that have a neck, a lower lure segment, and an upper lure segment, comprising:

a bottom;

a continuous sidewall coextensive with the perimeter of said bottom;

an insert that removably fits within said continuous sidewall, said insert comprising a floor and a retainer comprising two substantially vertical posts connected to said floor, said retainer further comprising at least two barriers, each said barrier extending substantially perpendicularly from a respective substantially vertical posts post, said barriers being connected to said floor to define therebetween a channel for holding a lower segment of a lure along said floor; and

at least one catch in at least one of said substantially vertical posts for compressing an upper lure segment toward a lower lure segment.

Claim 8 (previously presented): The container of Claim 7, further comprising:

a first pair of webs defining a first slot on said sidewall;

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a first end wall connected to a first end of said insert, perpendicular to said floor and parallel to said barriers; and

a first rail on the outside of said first end wall, said first rail adapted to slide into the slot defined by said webs.

Claim 9 (previously presented): The container of Claim 8, further comprising:

a second pair of webs defining a second slot on said sidewall, parallel to and directly opposite the first slot on said sidewall;

a second end wall connected to a second end of said insert, opposite said first end wall, perpendicular to said floor, and parallel to said barriers;

a second rail on the outside of said second end wall, adapted to slide between said second pair of webs into the second slot as said first rail slides between said first pair of webs into the first slot.

Claim 10 (canceled)

Claim 11 (canceled)

Claim 12 (canceled)

Claim 13 (canceled)

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Claim 14 (currently amended): The container of Claim 1, further comprising a second catch in at least one substantially vertical ~~member~~ post, said second catch vertically separated from said first catch.

Claim 15 (currently amended): The container of Claim 1, wherein each of said barriers comprises a gusset connected substantially perpendicularly to a respective substantially vertical ~~member~~ post.

Claim 16 (currently amended): The container of Claim 7, wherein said retainer further comprises at least one neck rest connected substantially perpendicularly to said bottom and further connected to two adjacent substantially vertical ~~members~~ posts.

Claim 17 (currently amended): The container of Claim 7, wherein each of said barriers comprises a gusset connected substantially perpendicularly to a respective vertical ~~member~~ post.

Claim 18 (previously presented): The container of Claim 7, further comprising a partition perpendicular to said bottom, dividing said container into two roughly equal portions.

Claim 19 (previously presented): The container of Claim 18, wherein said barriers extend substantially perpendicularly to said partition and form a row of channels within said sidewall on at least one side of said partition.

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Claim 20 (canceled)

Claim 21 (canceled)

Claim 22 (canceled)

Claim 23 (currently amended): The container of Claim 1, wherein at least one of said substantially vertical ~~members~~ posts further comprises a second catch vertically separated from said first catch.

Claim 24 (previously presented): The container of Claim 1, wherein said continuous sidewall and a respective barrier on each end of said retainer define respective channels.

Claim 25 (previously presented): The container of Claim 8, wherein said end wall of said insert and a respective barrier on each end of said insert define respective channels.

Claim 26 (previously presented): The container of Claim 16, wherein said at least one neck rest is U-shaped.

Claim 27 (currently amended): A container for holding spinner bait fishing lures, comprising:  
a bottom;

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a continuous sidewall coextensive with the perimeter of said bottom;

an insert that removably fits within said continuous sidewall, said insert comprising a floor and a retainer comprising at least two substantially vertical posts connected to said floor, said retainer further comprising at least two barriers, each said barrier extending substantially perpendicularly from a respective substantially vertical ~~member~~ post, wherein each said barrier further comprises a gusset connected to said floor to define therebetween a channel for holding a lower segment of a lure along said floor; and

at least one catch in at least one of said substantially vertical posts for compressing an upper lure segment toward a lower lure segment.

Claim 28 (new): The container of Claim 27, wherein said catch defines a notch that is upwardly recessed from the edge of said retainer.